

Recreation Visitation Models: Preliminary Results

Lake Oroville

- Factors that *statistically* explain year-to-year variation in attendance
 - Lake levels: higher lake levels → positive effect on attendance
 - Trends in reservoir activity between 1975 and 2001: over time, the trend in reservoir attendance has been declining
 - Unemployment rate in Butte County: higher unemployment rates in Butte County → negative effect on attendance
 - gasoline prices: higher gasoline prices → positive effect on attendance
- Factors that don't *statistically* explain year-to-year variation in attendance
 - weather conditions (ambient air temperatures, rainfall)
 - water conditions at other reservoirs considered "substitutes" (Lake Shasta, Folsom Lake, Lake Almanor)
 - statewide or regional unemployment rates

Thermalito Forebay

- More difficult to identify factors that explain year-to-year variations in attendance
- Likely candidates:
 - Reservoir levels at Lake Oroville
 - Unemployment rates in Butte County
 - Gasoline prices